

ANIMAL WELFARE

LEADERSHIP: INVOLVEMENT IN R&D / INDUSTRY INITIATIVES / PROMOTION OF HIGH ANIMAL WELFARE

Engagement

We have actively engaged with various key stakeholders across the farm animal welfare agenda, and this has helped us to develop our own internal thinking around how best to engage with our suppliers on farm welfare outcomes and related issues.

We have actively engaged with the following organisations:

- Compassion in World Farming
- Business Benchmark on Farm Animal Welfare (BBFAW) / Chronos
- World Animal Protection
- Humane League
- Animal Equity
- Four Paws

Antimicrobial resistance

Antibiotic resistant bacteria are a significant and increasing health threat. Although antibiotics are used in both human and animal medicine, the use and perceived misuse of antibiotics in agriculture continues to be a concern. The EU Commission and the UK Government is responding to this by putting in place legislative changes and targets to continue the reduction in antibiotic use in agriculture and empower consumers through more information.

UK Food Supply Chain: To facilitate collaborative working and co-ordination of initiatives to reduce antibiotic use in agriculture and tackle antimicrobial resistance, retailers, manufacturers and processors have come together to promote and support responsible antibiotic use and tackle antimicrobial resistance, forming the Food Industry Initiative on Antibiotics (FIIA). Premier Foods is a Board Member of the FIIA. The FIIA has agreed a common set of targets with regards to responsible use of antibiotics, and a reduction of antibiotic usage without compromising standards of animal welfare. The targets and their progress can be reviewed online:
<https://www.farmantibiotics.org/progress-updates/retail-foodchain/>.

Promoting Higher Animal Welfare to Consumers



We promote higher animal welfare to consumers by adding logos on consumer packs. For example, we include the Red Tractor logo on many of our Ambrosia packs. This gives confidence to consumers that the milk used to make Ambrosia is assured to Red Tractor standards, and that the cows that produced the milk are treated well. Our Ambrosia team frequently engages with Red Tractor, and



Premier Foods' brand features in a case study on their website (<https://redtractor.org.uk/dig-a-little-deeper/our-partners/ambrosia/>) as well as the Instagram page.

Most of the eggs purchased by Premier Foods are then used in our Kipling cakes. All eggs come from KAT certified cage-free farms which we communicate to our consumers on our brand website (see [https://www.mrkipling.co.uk/ask-mr-kipling-question "What eggs do you use in your cakes?"](https://www.mrkipling.co.uk/ask-mr-kipling-question-What-eggs-do-you-use-in-your-cakes?)). We use this consumer-facing website to raise awareness of the importance of animal welfare.

We have also shared the video of farmer Andrew Bray on the consumer-facing website of Ambrosia to help raise awareness of the animal welfare standards at his family farm.

In a digital age, we are also regularly sharing content on our social media pages Twitter, Linked In and Facebook to inform our consumers on animal welfare (most recently shared the video of Andrew Bray). We also raise awareness of our work on animal welfare to our teams and colleagues via the intranet.

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